



Workshop 2 Focus Area Brainstorm

(Duplicated in the email) As the group discussed focus areas, several themes emerged: providing information to residents about existing programs and technologies, leveraging the schools and youth, creating new City policies, reaching out to businesses through professional organizations, leveraging feedback on energy usage to promote behavior change, and increasing Windsource® subscriptions. Please email Sarah (sklauer@mncee.org) with any additional ideas that come up as you think about this further! Following the holidays, we'll follow up with some additional data on these ideas before the next meeting.

A **focus area** can be anything from an outreach campaign, to a type of resident or business that the group would like to begin with. Primarily, we are using this step to decide what we want to focus on before jumping into the how. Focus areas can be either broad or narrow, which will play into both their relative impact and effort – so its fine to be thinking across a spectrum at this stage.

We've done some grouping and fleshed out the ideas we heard at the workshop – please let us know if anything you said didn't get captured correctly.

Residential:

- Leverage youth sports teams
 - Coordinate with required service hours (grades 4-12)
 - Link to school / youth through school sports teams
 - Team carpooling could be an opportunity
- Leverage the schools and service learning
 - 9th Grade students have a service project
- City policy around residential energy
- Information campaign
 - Provide rebate and program information
 - Provide information on energy use feedback tools
 - Example: Smart Thermostats
 - Create self-knowledge of energy use to create behavior change
 - Provide information around Edina's Home Energy Squad subsidy
- Leverage Neighborhood Associations
 - "Fun" interactions work well
 - Some neighborhood associations are more active than others
- Provide feedback on neighborhood average energy usage in comparison to other neighborhoods
 - Leverage peer pressure
 - In CA, water usage information was successfully used to create change at a neighborhood level
- Residential Redevelopment
 - New home construction replacing older homes
- Increase residential Windsource® subscriptions



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Business

- Reach businesses through organizations
 - Chamber of Commerce
 - Rotary clubs
 - 50th and France organization
 - Certified Professional Accountant organizations
 - A money savings case is important here
- Target the healthcare sector
 - Target medical office buildings
 - Access through building managers
 - Building managers have professional organizations
- Target the retail sector
- City policy around business energy
- Leverage business recognition and awards
 - Use peer pressure
- Increase business Windsource® subscriptions
- Informational campaigns around business energy opportunities

Other

- Target Hennepin County facilities energy use
- Build recognition around Edina as an energy-conscious City
 - Signage / visibility to visitors coming to the City
- Leverage a campaign like Edina Unplugged
 - The original campaign was that the Edina community unplugged from work to connect with family on a specific evening in March
- Leverage new school construction and maintenance for energy savings/renewable energy opportunities